

PRESS RELEASE



FOR IMMEDIATE RELEASE

Support the Arts on Arizona Gives Day Challenge

Sedona Arts Center Invites the Community to Give Generously on April 5

Sedona Arts Center is gearing up for Arizona Gives Day, and is calling for generous local arts supporters to mark their calendars for April 5. The single day of grassroots giving invites all Arizonans to make a charitable contribution to their favorite nonprofit organizations and causes. Donors wanting to contribute to the future of Sedona Arts Center can even designate an Arizona Gives Day gift in advance, through a special pledge website.

In late March, the Arts Center staff and board invited several dozen arts patrons to a kick-off event for the 2016 Arizona Gives Day campaign. Over \$10,000 was pledged that evening, and their collective generosity has become the challenge to all other donors.

"Our major donors have set the stage and the campaign goal, and we are now hoping to match their incredible support with charitable gifts on April 5," said Arts Center board member and fund development chair Holli Ploog. "We challenge our members, artists, and community to help us match that and raise over \$20,000 as part of this state-wide day of generosity."

Funding from Arizona Gives Day will support the operations and programming of Sedona Arts Center, including new initiatives and community partnerships. The organization is growing its arts education and outreach activities, adding community music projects and an artists-in-residence program, and actively working to bring the arts to more aspects of the community.

The public is invited to stop by Sedona Arts Center gallery on April 5, or make an advance pledge online,

"An Arizona Gives Day contribution will ensure that our organization offers summer camp for kids, expands ceramics studio classes, forms new community partnerships, supports live theatre at the Art Barn, and continues to offer free professional development opportunities for local artists," said Ploog. "And every dollar will be put into our mission, and support all that we offer Sedona and the Verde Valley."

Arizona Gives Day is a state-wide initiative of the Alliance of Arizona Nonprofits and Arizona Grantmakers Forum. The effort began in 2013, and has raised \$4.5 million for Arizona nonprofits of all kinds. On April 5, the public will be asked to "invest in Arizona" by giving to organizations that build community, enhance the lives of our citizens, and support the arts, education, and well-being.

Generous creative people in Sedona can now pledge their support of Sedona Arts Center online or by visiting the gallery or offices today.

<https://azgives.org/c/GivesDay/a/sedonaartscenter>

Sedona Arts Center is a 501(c)(3) nonprofit organization dedicated to the creative life of Sedona

and the cultural diversity of Northern Arizona. The Center's Fine Art Gallery exhibits the work of over 100 local artists, and is open daily from 10 am to 5 pm. Other programs encompass arts education and the creative development of the individual, cultural celebrations and community partnerships, annual festivals, and much more. For more information about how you can participate in any of the Arts Center's efforts, call 928-282-3809 (office) 928-282-3865 (gallery) or visit SedonaArtsCenter.org.

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CONTACT: Kelli Klymenko, Marketing Director
928-282-3809
marketing@sedonaartscenter.org